Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

3934083818

ENTERPRISE **0454/11**

Paper 1 **October/November 2021**

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- You should have received a copy of the case study before the examination. A copy of the case study is provided with this question paper as an insert.

This document has **16** pages. Any blank pages are indicated.

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Section A

Answer **all** questions.

1 Jack was convinced that he had enterprise capability and he wanted to make as much money as possible.

(a) State **two** objectives an enterprise may have.

1 .....

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2 .....

..... [2]

(b) Explain the term *enterprise capability*.

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..... [2]

(c) Explain how Jack and/or Enrique used **two** enterprise skills. Use examples from the case study to support your answer.

1 Enterprise skill .....

Explanation .....

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2 Enterprise skill .....

Explanation .....

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..... [6]

[Total: 10]

2 The teacher believed that Jack's enterprise idea would be low risk.

(a) State **two** risks for an enterprise.

1 .....

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2 .....

..... [2]

(b) Describe **one** method used in enterprise to identify risks.

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(c) Explain **two** possible rewards that Jack is expecting to gain from his enterprise.

1 .....

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..... [6]

[Total: 10]

3 The teacher said that financial regulations will be a problem for Jack's enterprise idea.

(a) (i) Explain **one** reason why financial regulations are needed in enterprise.

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..... [2]

(ii) Identify **two** other areas of enterprise covered by regulations, apart from finance.

1 .....

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2 .....

..... [2]

Enrique's swap shop enterprise would be a social enterprise.

(b) Explain **one** possible positive benefit to the community of The Swap Shop. Use an example from the case study to support your answer.

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(c) Explain **one** way that an enterprise could be unethical. Use an example to support your answer.

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[Total: 10]

4 Jack had completed secondary market research, but had not thought about marketing methods for his enterprise.

(a) Explain **one** reason why marketing is helpful to an enterprise.

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..... [2]

(b) Explain **one** marketing communication method suitable for The Swap Shop enterprise.

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..... [2]

(c) Explain **two** methods of market research suitable for The Swap Shop enterprise.

1 .....

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2 .....

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..... [6]

[Total: 10]

5 Enrique suggested they complete an action plan.

(a) Define the term *action plan*.

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..... [2]

(b) Explain **two** ways producing an action plan helped or would have helped your enterprise project.

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(c) Describe **one** other non-financial document an enterprise would usually produce.

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[Total: 10]

Section B

Answer **all** questions.

6 **(a)** Jack liked two enterprise ideas. He decided that selling pre-owned books through online marketplaces would be the better idea.

Analyse how Jack's decision may have been affected by each of the following:
- increased ownership of smartphones
- an increase in the price of new books.

[10]

(b) Jack wanted to work alone but was willing to work with Enrique as a partner.

Evaluate the benefits and disadvantages to Jack of working in partnership with Enrique. [15]

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[Total: 25]

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7 Now consider **your enterprise project**.

(a) There are several financial calculations and records used in enterprise which include:
- cash flow
- break-even
- profit.

Analyse how **two** of these calculations or records helped you to make decisions in **your enterprise project**. [10]

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(b) Evaluate the appropriateness of the methods of communication you used with:

- one internal stakeholder
- one external stakeholder

during **your enterprise project**.

You should consider a maximum of **two** methods of communication, for each stakeholder, in your answer. [15]

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